

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudge, Pres.

J. Wood, Manager

PROBS.

Southerly winds, warmer and mostly dry; thunderstorms in a few localities.

**SIMPSON**

# Don't Miss This Boot Buying Opportunity

\$30,000 worth of Boots, individual in design, artistic in construction, perfect in fit and all solid worth, will be sold Saturday for \$15,000. Can you afford to let this boot buying opportunity pass by? New Fall styles, in all popular leathers, sizes and widths, for men, women, boys, youths, misses and children. Thirty extra salespeople have been engaged for the day to facilitate your buying. Extra cashiers will be there to give quick service. School opens Tuesday, Sept. 5th. Buy these shoes for the children to wear on opening day.



- 350 pairs Women's Oxfords and Pumps, made from tan calf, patent colt, gunmetal and kid leathers, Cuban and military heels, all sizes in the lot 2 1/2 to 7, but not all sizes in any one style. Regular prices to \$3.00. Saturday..... **1.00**
- 500 pairs Youths' Boots, in all sizes from 11 to 13, made from fine, even grain kid, calf and kip leathers, some styles have dull tops, Blucher style. Regular prices to \$2.10. Saturday..... **1.00**
- N. B.—School opens Tuesday, September 5th.
- 1,000 pairs Boys' Boots, in all sizes from 1 to 5, made from strong, even grain kip, calf and kid leathers; Blücher cut; medium heavy solid leather soles; easy fitting; solid leather throughout. Regular values to \$2.60. Saturday..... **1.25**
- 2,700 pairs Men's Custom Grade Boots, made on latest style lasts from fine vici kid, tan calf, box calf, gunmetal, storm calf and patent colt leathers; Blucher and button styles; single and double Goodyear welt soles; some of the shanks are double thick and reinforced; pointed, medium and broad toes; some styles are leather-lined, and have viscolized soles, which are as waterproof as a leather boot can be made; some high top hunters' boots included; C, D, E and EE widths; all sizes 5 to 11. Regular prices to \$5.00. On sale Saturday all one price..... **2.25**
- 2,000 pairs Women's Boots, made from strong, even grain vici kid, gunmetal, tan calf, velours calf and patent colt leathers, on the newest style lasts, with pointed, medium, high and broadcollege toes; Cuban, military and low heels; Goodyear welt, hand-turned and McKay sewn soles; stylish, easy-fitting, long-wearing boots; every pair guaranteed to give satisfaction, or your money refunded; C, D, E and EE widths; all sizes 2 1/2 to 7. Regular prices to \$4.00. Saturday..... **1.75**
- 1,500 pairs Children's School Boots, in all sizes from 4 to 7 1/2 and 8 to 10 1/2; made from strong Dongola kid leather, with patent toe-caps; medium heavy solid leather soles, spring heels, Blucher and button styles; easy fitting, long wearing. Regular prices to \$1.15. Saturday..... **.55**
- N. B.—School opens Tuesday, Sept. 5th.
- 1,000 pairs Children's Boots, made from tan calf, patent colt, chocolate and black, vici kid and black box calf leathers, medium and broad toe lasts; Blucher and button styles; all sizes 4 to 7 1/2 and 8 to 10 1/2. Regular values to \$2.50. Saturday..... **1.25**
- N. B.—School opens Tuesday, September 5th.
- 1,000 pairs Misses' Boots, strong vici kid, chocolate kid and black box calf leathers, Blucher style, medium and heavy soles, made from solid oak bark tan sole stock, new college girls' last, with medium broad toe; all sizes 11 to 2. Regular values to \$2.50. Saturday..... **1.25**

## The New Carpets

(Fourth Floor).  
These are interesting and busy days in the carpet department. The new goods are being put into stock. The latest arrivals from the world's leading markets are being arranged and checked. Everyone who has seen them gives the same verdict—The best designs and colorings we have ever seen.  
New Wiltons, a select range of the new tones of green, brown and blue, for drawing-room, living-room or hall. Carpets to harmonize with the most artistic surroundings; the yard..... **1.75**  
New Brussels—We mention just one—a verdure effect in browns, combined with soft olive green tones, for use in the living-room or dining-room. Of all perhaps this is the most beautiful, but there are dozens of the highest quality to select from at, per yard..... **1.25**  
Inlaid Linoleum—The best quality of inlaid linoleum that is made, in conventional, floral or tile patterns for kitchen, bath-dining-room, office, or for hard public service. We make a special feature of this quality, which we guarantee the best. Per yard..... **1.25**  
Another Quality—The same stock, the same grade of material, the same variety of designs and colorings, but somewhat lighter in weight. A very durable floor covering; per yard **1.00**  
A Special Showing of Wilton Rugs—A complete range of the season's choicest colorings, fawn, green, blue, red and rich oriental effects. These will be ready Saturday. The prices will prove of particular interest:  
Size 9 ft. x 10 ft. 6 in., at..... **28.50**  
Size 9 ft. x 12 ft. 0 in., at..... **32.50**  
Size 11 ft. 3 in. x 12 ft. 0 in., at..... **42.50**

## A Bargain For The Housefurnisher

(Fourth Floor).  
Housefurnishers will find two very special bargains on the fourth floor on Saturday. Colonial Drapery Fabrics, so popular, so artistic and so durable, have proved to be almost a necessity with the Canadian house furnisher, and a reduction to practically Half Price in two of the leading lines is not an everyday buying opportunity. Silkolins, 36 in. wide; Cretonne, 30 in. wide. Regularly sold at 20c, are priced at 11c for Saturday.  
Curtain Poles, in oak, walnut or mahogany, 4 feet long, with ends and brackets. Regular 12 1/2c, for..... **.9**  
Curtain Stretchers, 4 yards long, 2 yards wide, to fit any curtain. Regular \$1.00. Saturday..... **.79**

## Exhibition Visitors Welcome

The invitation and welcome of this Store to out-of-town customers and visitors is not perfunctory, and we hope you will not think it boastful. Although the re-building is not yet quite completed we are proud of the Store, and we think a visit will cause you to rejoice with us that so much has been done to make shopping a pleasure instead of a toil.  
In construction and equipment—solid foundations, solid superstructure, and solid comfort have been secured. We're down on bed rock with the bases for the massive columns upholding the solid floors. With the weight of thousands of customers in addition to the tons of merchandise there's never a shake any more than if you were walking on the solid granite.  
Here you can enjoy your meals, breakfast, dinner and tea; you can take your rest or make your purchases assured of good light and good ventilation from Basement to Art Gallery. Nothing outside of New York or Chicago at all compares with this Greater Simpson's to which we bid you welcome.  
Entrances on Yonge, Queen and Richmond Streets. Free checking office for parcels. Telephone, telegraph, express, etc., Main Floor.

## The Great September Blanket Sale

Fine White Unshrinkable Wool Blankets, great, heavy, warm, soft, perfect washing blankets for double beds, absolutely clean, warm, durable nap, pink or blue borders, 8 lbs., 68x88 inches. Regular \$4.75 per pair. Sale price, Saturday..... **3.69**  
Grey Union Blankets, strong, durable, warm blankets, made for all kinds of rough use, only about 100 pairs in this lot, 7 lbs., about 60x80 inches. Sale price, pair, Saturday..... **1.95**  
Grey Wool Flannel, beautiful, clean, soft, warm, strong, grey flannels in plain or twill, 27 inches wide, no better wearing flannels. Sale price, Saturday, yard..... **.24**  
Super White Unshrinkable Wool Blankets, the cleanest, softest, most perfectly napped, most satisfactory, moderate-priced blankets on the market. Every pair will give the utmost satisfaction; pink or blue borders, 60x80 inches. Sale price Saturday, pair..... **2.88**

**Store Open All Day Saturday But Closed All Day Monday, Labor Day**

## Best Cow-hide Club Bags and Suit Cases At Factory Prices

(Main Floor).  
Our Traveling Goods Department is on the Sixth Floor, but when Suit Cases and Club Bags are selling at factory prices, we do not wish a congestion of elevators. So we are arranging for this sale of traveling goods to be held on the Main Floor. Customers will find this more convenient, too.  
Near the Queen Street entrance, on Saturday, will be held this great two-hour sale of Club Bags and Suit Cases:  
Reg. selling price... **6.25**  
Saturday's price... **4.49**  
Our buyer secured 200 of these from a leading Canadian manufacturer, and proved again the buying capacity of the Simpson Company.  
They are all made of first-grade cowhide, and in spite of the increased price of raw materials we are enabled to sell these high-grade cases and bags at factory prices on Saturday.

## Men Should Know About These Suits At \$12.80, Regular Prices \$25 to \$30

We know everything there is to know about these 125 suits, and it is to your advantage to know all about them, too.  
The Scotch Tweeds and Fancy Worsteds, of which they are made, were imported by our Customs Tailoring Department, and the made suits sold at from \$25.00 to \$30.00.  
We have made the material left up into suits. There are 125. We can guarantee the material, the trimmings and the workmanship to be the very best.  
If you can wear a ready-made suit of clothes, sizes 34 to 44, avail yourself of the opportunity of getting a \$30.00 single-breasted sack suit for \$12.80 on Saturday.

## Men's Shirts and Fall Underwear

Underwear—Heavy elastic ribbed. Colors are tan and natural. There is a soft, fleecy finish to the inside; irritation is impossible. This is a specially well-finished, hard-wearing garment. Sizes 34 to 44. Regular 75c. Saturday..... **.59**  
Negligees—A lot of manufacturers' samples, usually sold at from \$1.25 to \$2.00, are to be cleared out on Saturday at .95. Every shirt clean and perfect.  
Pure Wool Sweater Coats are selling on Saturday at \$2.19. Regular price is \$3.50, but we haven't room and new stocks are coming in.

## King and Christy Hats For Men

King Hats for Young Men, new fall styles; at **\$2.00** and..... **\$2.50**  
Christy's Hats—We carry a full range of this celebrated maker in lightweight, easy-fitting hats for fall, 1911. Each hat fast style, silk bindings, \$2.00, \$2.50 and..... **\$3.75**  
Soft Hats, in plain, mixed or rough finish felts at **\$1.00**, **\$1.50** and..... **\$2.00**  
A Table of Men's Soft and Stiff Hats, samples, in fine English and American fur felt; black and good range of colors. Regular prices up to \$2.50. Saturday..... **.89**

The **SIMPSON** Company Limited  
The Robert